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The Money Making Possibilities

—of—

WRIGHT RUBBER TILE

In Your Town

—and—

DIRECTIONS FOR LAYING



Rubber—The Ideal Flooring Material

The one thing demanded of floors today is permanent beauty. It is not enough that the new floor be good looking and the material lend itself to color combinations that harmonize with surroundings and color schemes of the architect and interior decorator. This beauty must be permanent.

Lasting beauty demands a type of construction that lays flat, stays flat and is easily cleaned and polished. The color or pattern must permeate the entire material,—not simply be a surface design.

Wright Rubber Tile, Stair Treads and Cove Bases combine all these features and their wearing qualities have been tested under the most adverse conditions. For example, the rubber pavements on roadways and bridges, laid several years ago, show no appreciable wear today. In offices and manufacturing plants where traffic is heavy, Wright Rubber Tile Floors laid three years ago, still look like new.

Wright Rubber Tile makes a water proof, noiseless, and sanitary floor that's easily cleaned. Without a grain it cannot crack, chip or splinter like wood nor sand or wear like concrete. It is unaffected by contraction or expansion or temperature changes. Because its resiliency greatly reduces breakage, these floors are particularly adaptable to kitchens.

Salespeople and hospital attendants find these floors easy on the feet and restful which accounts for their popularity in stores and hospitals.

Easily Laid

Builders and contractors find Wright Rubber Floors, Cove Bases and Stair Treads extremely easy to lay. No specialized, experienced labor is required. No special tools are necessary. Floors of Wright Rubber Tile can be easily and quickly laid and once laid, according to directions, they form a permanent, beautiful floor.

Wright Rubber Floors Help SELL Houses

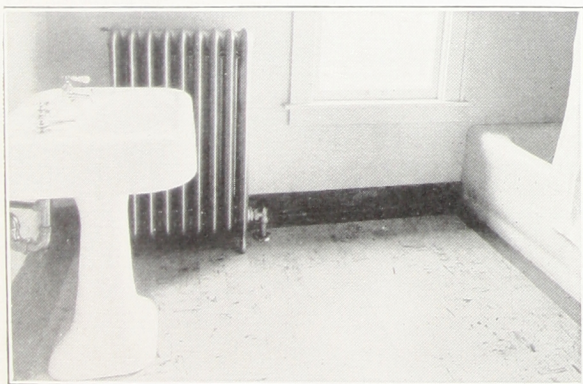
That prospective purchasers of homes in which Wright Rubber Tile has been laid are



Row of houses on Blaine Ave., Racine, Wis., where Meshenky and Larson laid Wright Rubber Tile in bath rooms and kitchens of a number of houses. First two shown have Wright Tile floors.

quick to see the many advantages of these beautiful lasting floors is evidenced by the experience of contractors and builders everywhere.

Meshenky & Larson, prominent Racine builders, laid Wright Rubber Tile in the kitchen and bath room in the first of a group of new houses sometime ago. The purchaser of that home was so delighted with its appearance and the ease of cleaning, etc., that in each of the seven homes built since, these contractors have used Wright Rubber Tile. Their experience is outlined in the accompanying letter.



Bath room of one of the many houses Meshenky and Larson have built. Wright Tile is used in all of them.

Wright Rubber Products Co.,
Racine, Wisconsin.
Gentlemen:

May 1st., 1925

You will be interested, we know, in our experience with Wright Rubber Tile and Cove Bases in the houses we recently built here.

The first house in which this modern material was used was built last fall. When being shown, we were surprised at the way the women took to this floor. The house was quickly sold and naturally we kept in close touch with the purchaser. She confirmed our own experience as to the ease of cleaning and polishing and wearing qualities of this floor. In the next home we built on Blaine Ave., we used Wright Rubber Tile in Bath Room, Kitchen and Lavatory and we are sure this beautiful flooring was a large factor in its quick sale. In the five other homes built since we have used Wright Rubber Tile, and in the four new homes we are going to put up on Arthur Ave., we will use Wright Tile also.

As you know, we are using $\frac{5}{8}$ " matched and dressed lumber covered with a layer of deadening felt and $\frac{3}{8}$ " Rubber Tile, which brings floor to level of hardwood floors in adjoining rooms.

We were surprised at the ease with which we could lay these floors. Experienced help is not necessary, as any carpenter can lay it. Its first cost is more, of course, than a wooden floor, but we know the increase in cost will come back to us many times in the satisfaction it gives the purchaser of our homes. People sure like these floors.

Very truly,

MESHENKY & LARSON.

Going Into Business for Yourself

A great many carpenters and builders are now doing a fine year around business in selling and laying Wright Rubber Tile. It has been the means of enabling many men to realize their ambition to be their own boss and own their own business.

Selling and installing Wright Tile assures a good profit from both the sale of the tile and the laying. It requires very little capital and any carpenter or builder can lay it. Many men who started in selling and laying Wright Rubber Tile on part time and during the slack building season soon found it such a big money maker that they now give it all their time. These men are making big money and building up a permanent, highly profitable business. As an example of the many uses of Wright Rubber Tile, Stair Treads and Cove Bases, the following different types of installation have been put in during the past year in one city.

Sun Parlors, Entrance Halls, Kitchens and Bath Rooms of residences; Doctors and Dentists' Offices; numerous Business Offices;

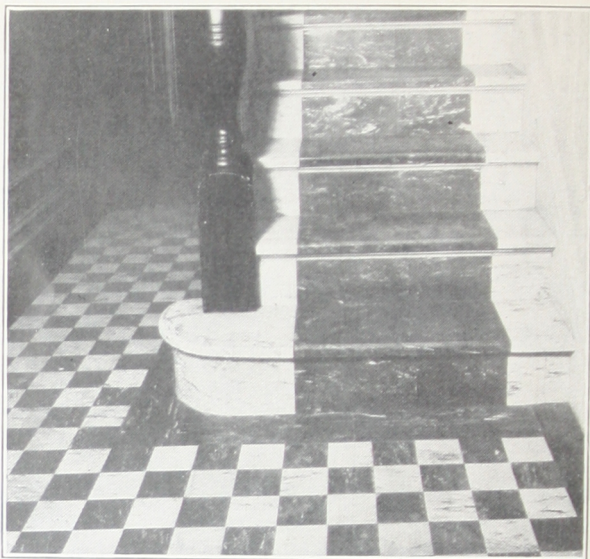


Permanent Beauty—colors that harmonize with finest surroundings are qualities demanded of Wright Tile floors in this apartment hotel sun room.

Hotel Lobbies and Dining Rooms; Entrances and Aisles of Theatres; Churches; Hospitals; Drug, Jewelry, Cigar, Grocery, Men's Furnishing, Department Stores, Undertaking Parlors, Furniture Stores; Elks Club and Country Club; Banks & Building & Loan Co's., Garages and Auto Show rooms; Printing Plants, and Offices in a number of manufacturing plants. In a number of the store installations, non skid rubber tile are used in store entrances and colored tile used in windows in addition to the tile on the store floor. What has been done in one city can be done in any. Most of these installations replaced existing floors, too.



Three kinds of Wright Tile are used here. Store entrance has both corrugated and smooth tile. Windows have smooth tile of a different pattern



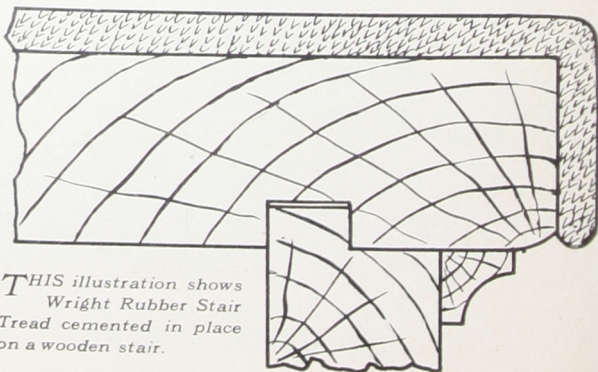
Wright Rubber Stair Treads laid over old stairs harmonize with rubber tile floor. Easily cleaned and long wearing.

We will gladly furnish detailed information that will enable those interested to get into business for themselves.

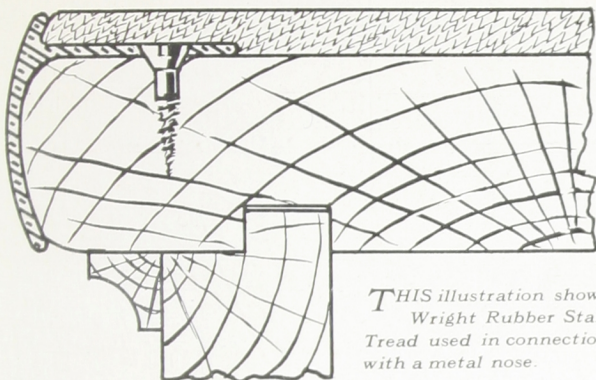
Stair Treads

Wright Rubber Stair Treads are ideal for use in homes, stores, hotels, offices and apartment buildings, theatres, public buildings, etc., where long wear, beauty, noiselessness and safety are demanded.

These stair treads are made in standard lengths of 18 inches and 42 inches,—12 inches wide. They come in a wide range of colors,—plain, mottled or grained effects to harmonize with surroundings. They come in plain or corrugated surfaces. They are molded to fit the contour of the stair and may be used with or without brass nosing.



THIS illustration shows Wright Rubber Stair Tread cemented in place on a wooden stair.

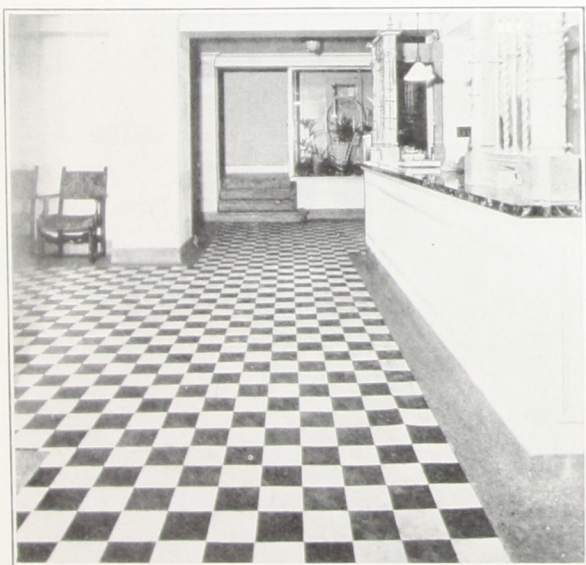


*THIS illustration shows
Wright Rubber Stair
Tread used in connection
with a metal nose.*

Easily Laid

Wright Rubber Stair Treads are easily laid over new or existing wooden or concrete stairs. It is not necessary of course, to use expensive hardwood on stairs when these treads are used. Worn stairs may be evened up with cement and sand before the Wright treads are applied. Any carpenter can install them. The accompanying diagrams show method of laying both with and without metal nosing over wooden stairs.

Remodeled buildings present a fine opportunity for Wright Rubber Stair Treads because of the fine appearance, long wear and safety of these stair treads.



*First impressions are lasting. Guests of this apartment
hotel like the attractive Wright floor in this lobby.*

No Special Tools Required

Wright Rubber Tile may be easily cut with a sharp pocket knife or a shoe repairing knife. The shoe repairing knife is very popular with tile layers because of its shape and ease of sharpening. An ordinary mason's trowel will be found ideal to spread the cement but a board will do.

It has been found desirable too, to file or grind in one edge of a trowel a series of teeth $\frac{1}{8}$ " in depth. This makes it extremely easy to lay the cement to the right depth and make the cement coat on the floor uniform over the whole surface.

Border Tile Made in Wide Range of Colors

Because tastes and room size require various size borders, Wright Rubber Border Tile is made in a wide range of colors. It comes in strips 18" wide,—cut in 18" and 36" lengths.

Cleaning

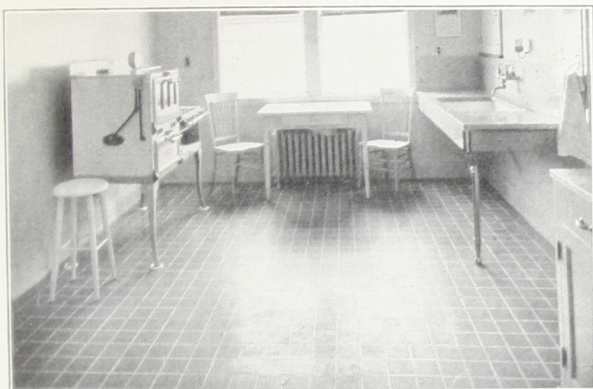
Wright Rubber Tile, stair treads and cove bases are easily cleaned. To clean them use luke warm water and any Vegetable Oil soap (free from alkali) such as Ivory, Mobo or a good automobile body soap.

Wright Rubber Tile floors may be waxed like wood floors. In the manufacture of these tile wax is used, and if polished occasionally they will always look well. Many people, however, like to have their rubber floors highly polished like their wood floors and this high polish can be had by waxing and polishing the floors more often. We caution against the use of too much wax. Not nearly as much wax is required as with wood or linoleum floors as rubber does not absorb the wax. Do not use turpentine, benzine or gasoline as these are rubber solvents.

We recommend the use of Shine-All, a preparation made by the Hillyard Chemical Co., St. Joseph, Mo., for cleaning Wright Rubber Tile floors. This removes stains and spots. They can also be removed with a cloth dampened with alcohol.



The S. C. Johnson & Son Co., Racine, Wis., build an electric household polishing brush that quickly imparts a high glossy finish to rubber floors just as it does to waxed wood floors. This new polisher is light and is as easy to operate as an electric cleaner.



The floor of this beautiful kitchen is laid with Wright Tile. Note the white strip between each tile. Easily cleaned and sanitary too.

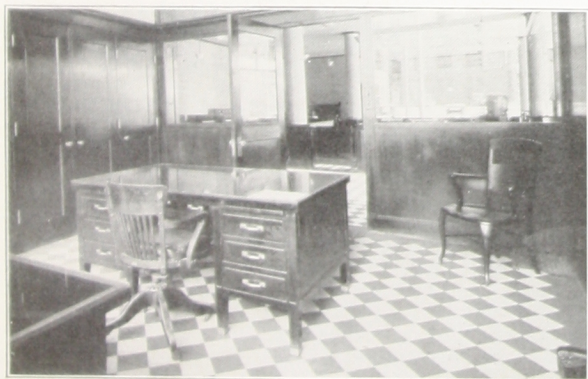
Strip Tile

Wright Tile is the one practical rubber Tile that permits the laying of strip floors. The narrow strips, usually $\frac{1}{2}$ " where 6" square tile is used, come already cut to length and are quickly laid. For an example of this beautiful floor see illustration above.

It is not necessary to cut the diagonal tile on the job because Wright Rubber Tile can be supplied both in full size and half tile sections. Standard tile come in sizes 4" square and 6" square and in two thicknesses, $\frac{1}{4}$ " and $\frac{3}{8}$ ".

Sizes and Patterns

Standard sizes of Wright Rubber Tile come in tile 4 inches square and 6 inches square, and in $\frac{1}{4}$ inch and $\frac{3}{8}$ inch thickness. Borders come in strips 18 inches wide, cut to lengths 18 inches and 36 inches. Both tile and borders come in a wide range of flat tone colors and mottled effects to harmonize with the surroundings of any room.



Beauty and long wear make Wright Tile ideal for business offices.

Directions for Laying Wright Rubber Tile

Laying over Wooden Floors

Floors should be level and clean and covered with (2 lbs. to square foot) deadening felt. This can be easily applied by spreading a thin layer of special cement, furnished by us, on the floor, laying the deadening felt over it and rolling it well.

In new houses many contractors prefer to use a cheaper wooden floor, and a highly satisfactory floor is obtained by laying 5/8" dressed and matched lumber, boards not over 3" wide, and on top of this a layer of deadening felt. Another popular floor is to use 3/8" crating lumber and then cover this with one layer of 1 3/8" Compo or Upson board. This makes a floor 3/4", however, where 1 3/8" tile is used. This board must be nailed to the floor every 6 inches square. With this construction no deadening felt is necessary.

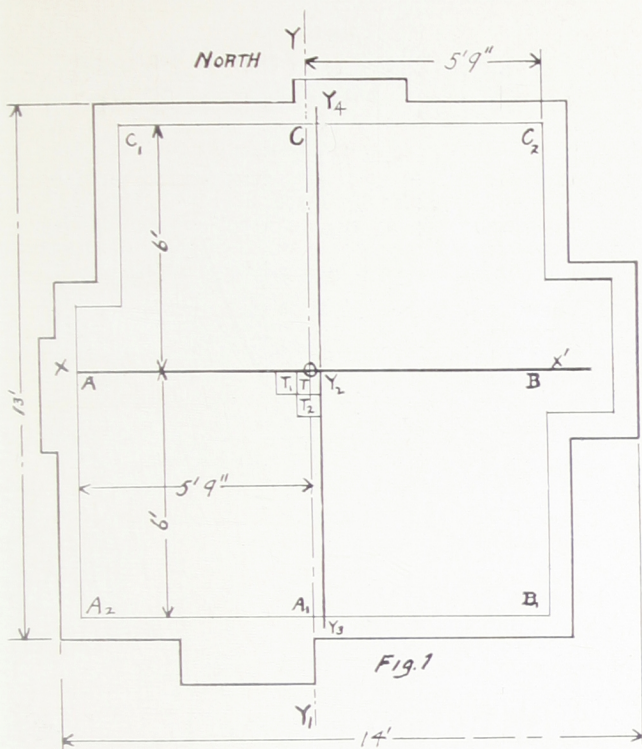
The floor is now ready for laying the tile and it should be kept in mind that before each section is laid, it should be swept clean and kept clean during the laying process. When rubber tile baseboards are used, they should be installed first. They are applied by buttering the bottoms and backs with cement and then setting them in place. An occasional headless nail can be used if desired.

It is evident that, regardless of the material used, in laying out a tile floor with a border, the floor must be accurately laid out first. There are several methods of laying tile floors—the most common of which is first to locate accurately the center of the room and then divide the room into 4 sections.

In most rooms it is quite practical to lay a row of tile on the floor edge to edge to find out how many tile are required. On larger floors it will be more practical to lay out the floor from measurements. In any case, the floor should be accurately laid out before any tile is laid. Before laying any tile, figure out the width of the border required in order that you will have an equal width on all four sides if possible.

Laying Out Room

In the kitchen shown in figure 1—the center of the room was found a point (O) which is six feet from the north and south walls and five feet nine inches from the east and west walls. As each tile is 6" square, this kitchen was laid out to use 21 six inch tile east and west and 22 six inch tile north and south leaving a 6" border all around. The room was first squared by line XX1 and YY1. Then a strip of wood was nailed to the line XX1 across the room as shown in figure 1. Another strip of wood Y2 Y3 was then nailed perpendicular to XX1. The location of this strip of wood Y2 Y3 was 3" to the right of the center because of the fact that the east and west dimension was the length of 21 tile and did not divide into an equal number of tile on each side of the center. In other words, the first tile laid must be placed as indicated, 3" to the right of the center.



The floor inside the space AOA1A2 should be laid first. The surface should first be swept clean and then a thin layer of our special cement should be spread over one corner of the surface. See Fig. 5, page 12. The cement can be easily spread with a mason's trowel or a board to a thickness of about $\frac{1}{8}$ ". In laying cement on the floor, do not cover a larger surface than can be easily and quickly laid with tile because this cement sets rather quickly.

The first tile T (white) is laid to the point indicated and then tiles of alternative colors are laid, T1 T2 (blue). The boards Y2Y3 and XX1 act as guides against which the tiles are laid.

After laying the 6" tile in the section AOA1A2, the border should be laid around that section immediately, then the finished section should be rolled. The number of times a section should be rolled depends, of course, upon weather conditions as does the time required for the cement to dry under the tile.

Purpose of Rolling

The purpose of rolling is to permit the cement to flow under the tile and fill up the unevenness of the wood floor. Each section should be rolled for ten to fifteen minutes as soon as laid. Before rolling, any cement that works up between the tile should be removed with a putty knife or similar tool, and after

(Continued on Page 14)

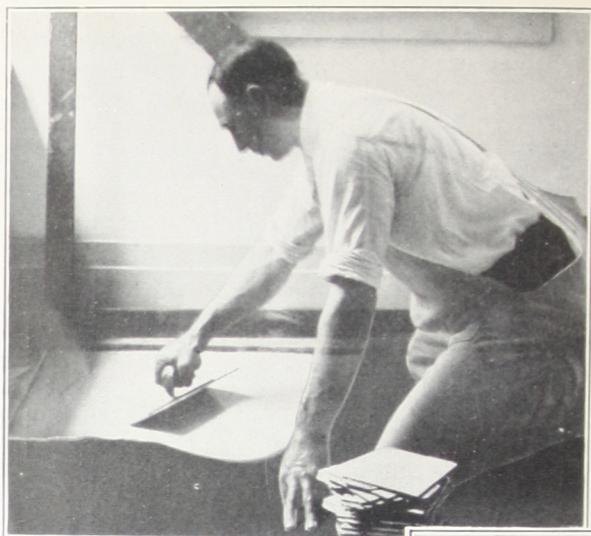


Fig. 5

First spread thin layer of special cement on floor as shown with trowel or board as shown in figure 5. Then lay tile as shown in figure 6 pushing tile in diagonal direction. When lapped tile is used "butter" each lap with cement as shown in figure 8.

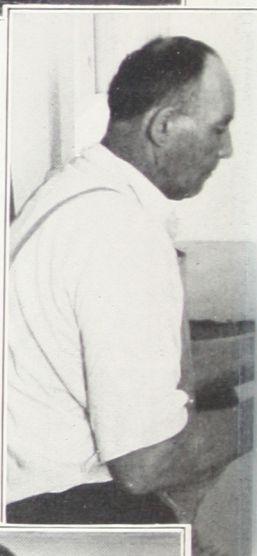


Fig. 7



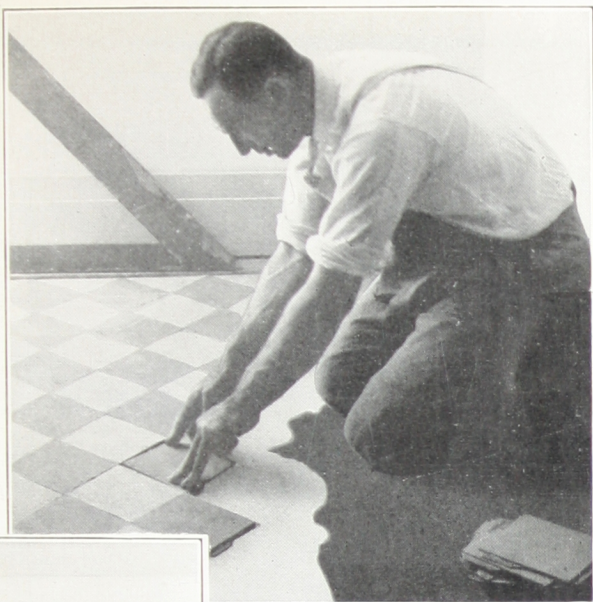
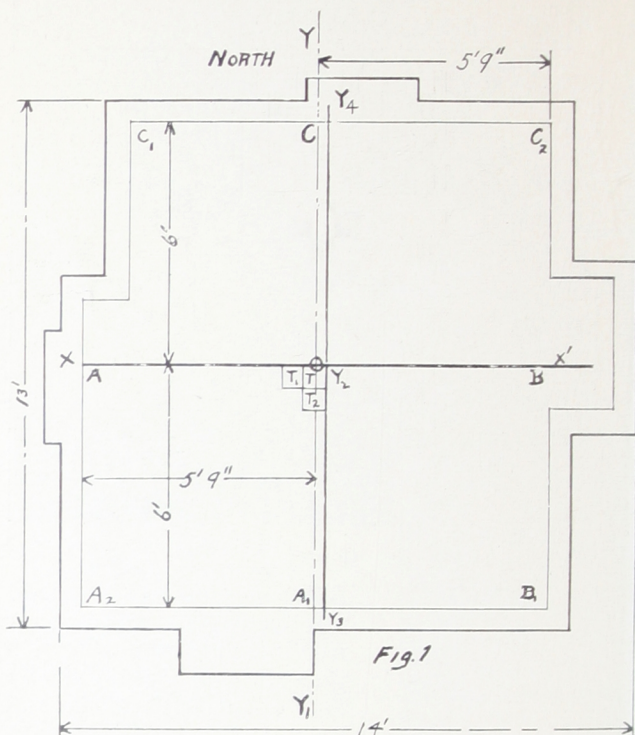


Fig. 6

After section has been laid remove excess cement that works up between tile with putty knife (See figure 7) and clean with cloth and warm water. If cement has set, wet cloth with denatured alcohol. Then roll section laid as shown in figure 9 and proceed to lay another section.

Fig. 9



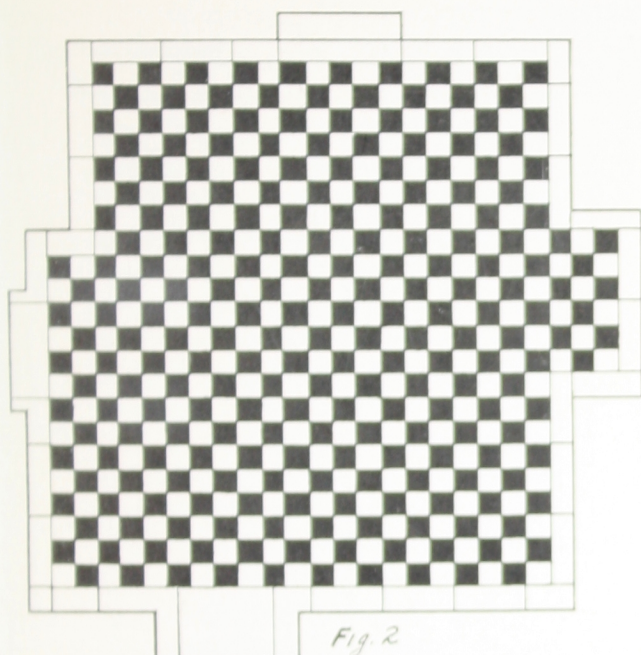


the tiles are rolled, the surface should be cleaned of any excess cement that works up between them. See Fig. 7, page 12. A damp cloth will ordinarily remove this cement, but if cement has set, wet rag with denatured alcohol or warm water. Do not use turpentine or benzine or gasoline, as these are rubber solvents.

In laying the tile, it should be pushed firmly in a diagonal direction which has a tendency to squeeze the cement up between the tiles and hold them in place. The wooden strip Y2Y3 can now be removed and the section OBB1A1 can be next laid with 6" tile. Follow this up with the border and then roll this section. Afterwards roll again the first section laid.

Now with half of the room laid, lay the section AOCC 1 with 6" tile. First, however, remove wooden strip XX1. Then lay a wooden strip Y2Y4 3" to the right of the center of the floor and perpendicular to the two sections already laid. After this section has been laid with 6" tile—lay the border and then roll the section.

Now you are ready to lay the last section CC 2 BO. In laying the section under the sink, the border follows under the sink as shown. In some rooms, of



course, it will not be possible to have the borders exactly the same width on all four sides, but in most cases, a little figuring will enable one to lay out a room without cutting the tile so that the borders vary but little. This space illustrated above just accommodates a section 2 tiles deep and 6 tiles wide. This should be laid before the border is put in. In all cases border measurements should be checked before cutting the border, because rooms are seldom square and true, and it will be found that over a 18" or 36" length, the space will vary sometimes as much as a sixteenth of an inch.

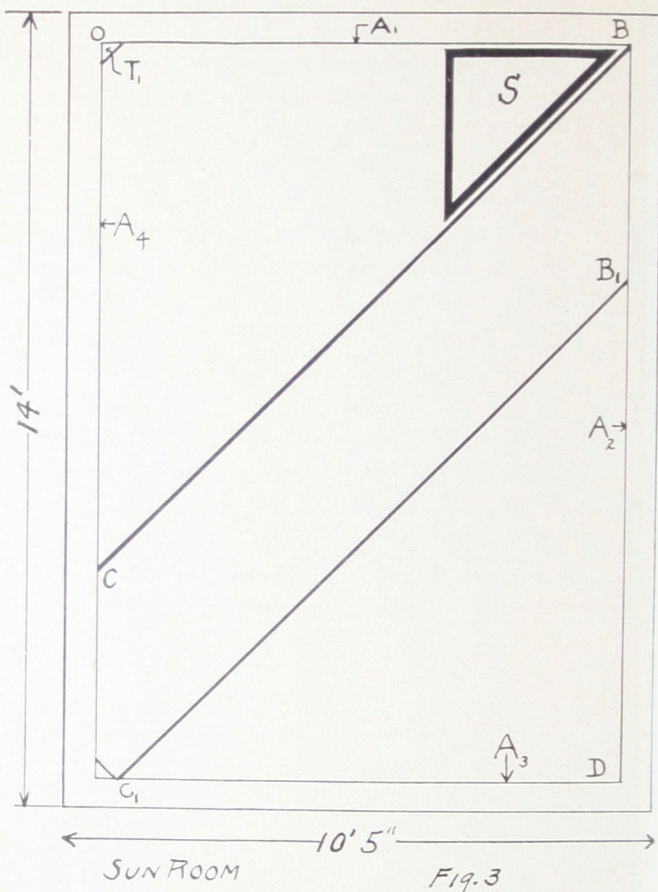
The above method is applied to rooms in which the tile is laid straight. Another popular method of laying is to lay the tile diagonally, and this method will be described on the next page.

Types of Rollers.

Most any kind of a roller can be used, but a two-roll roller about 6 inches in diameter and 16 inches long will be found particularly convenient. A good average weight is 150 pounds. If no roller is available a rolling pin will do. A regular lawn roller as shown in Fig. 9 will do the job well.

Laying Over Cement Floors

In laying over cement floors, proceed same as over wood except apply cement direct to concrete. Make sure concrete is smooth.



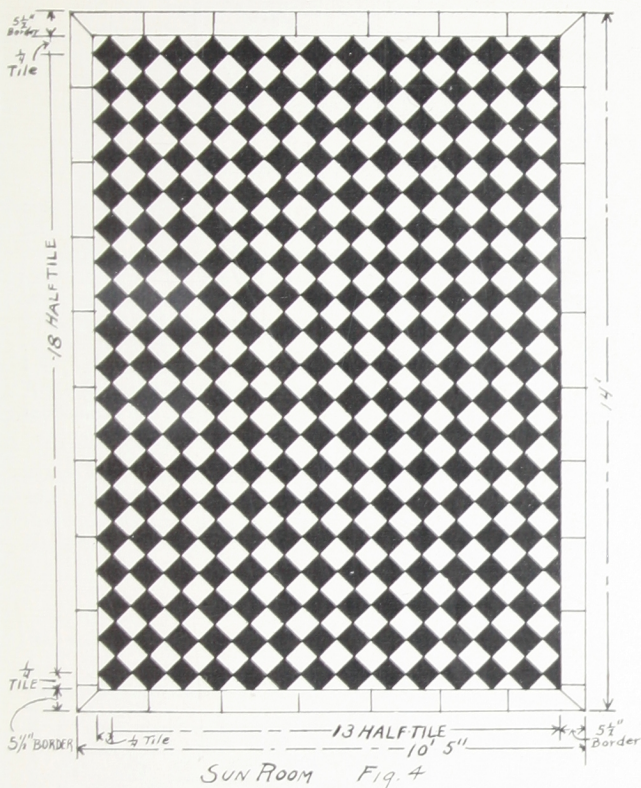
Laying Tile on The Diagonal.

In laying tile on the diagonal, the inside section should be laid first and this should be followed up with a border. In the illustrations 5, 6, 7, 8, 9, pages 12 and 13,—tiles with flaps are used and the manner of laying these tiles is the same as laying tiles without flaps except that before laying, the tile should be buttered as shown in illustration 8. This is done by covering the flaps with a thin $\frac{1}{8}$ " layer of cement.

The sun-room illustrated in figure 3 measured 10'5" wide and 14' long. In laying out tile diagonally, remember that the corner in which the first tile is laid should be always laid with a quarter tile. In this room 6" tile were used, which measure $8\frac{8}{16}$ on the diagonal when cut, and the corner tile ($\frac{1}{4}$) T. is $\frac{1}{2}$ of that or $4\frac{7}{32}$ on two sides and 6" on the diagonal side.

This means the number of tile (diagonal length) to be laid along the 10'5" side will be found by dividing the length ($125'' - 4\frac{7}{32}''$) by the length of the half tile ($8\frac{7}{16}''$). This was found to be 16 plus. Now if we allow 11" for the border ($5\frac{1}{2}''$ on each side) we find that 13 tile will just fill the space.

On the 14" side (168") we find that, after allowing for a $5\frac{1}{2}''$ border at both ends, the 157" remaining



is exactly the diagonal length of 19 half tile. We can, therefore, use a quarter tile in each corner with 18 half tile between them.

The room is then laid out by chalking a line A1 A2 A3 A4, 5 1/2" from each wall. A straight edged board should be placed and secured at and parallel to the border line A1 and another board should be placed and secured at and parallel to the line A4. (See fig. 3). Then with the tri-square draw a line at 45 degrees with the board A1 from the point C. The point B will come a distance from (O) equal to the length of 13 half tile plus one 1/4 tile or 133 9/10". Point C will come an equal distance from (O) along the line A4. A straight edged board should then be nailed between points B and C, at and parallel to this line. This board will be parallel to the diagonal of the tri-square.

Starting with the quarter tile T in the corner O, lay the section OBC laying half tiles along the lines OB and OC and filling the remainder of the space with 6" square tile. The tile can be laid with alternate colors as shown in figure 4. After being laid this section should be rolled.

Now remove board BC and lay and secure at and parallel to the line BD a straight board, and move the board BC to the position B1C1. This line B1C1 should be parallel, of course, to the diagonal line formed by the tile already laid. Then lay and roll the section CBB1C1.

Now remove strips laid along A1 and A4 and lay 5½" border in this space. Next nail straight edged board at and parallel to line A3, remove diagonal board B1C1 and lay section B1DC1. After this has been rolled the remainder of the border to complete the room can be laid.

Wide Range of Patterns and Designs

There is no end to the number of combinations and effects that can be had with Wright Rubber Tile and Border because it comes in such a wide range of colors. We will be very glad, indeed, to lay out any room for you giving detailed instructions as to how to lay the tile, if you will send us the dimensions of the room. A great many builders and interior decorators desire to use several colors in the border and the ease with which Wright Border tile can be cut and laid makes this decorative border very practical to use.

In laying the floor it is desirable to lay the grain of one color of tile one way and the grain of the other color the other. This scheme should be followed throughout the house, although of course, it is not necessary.

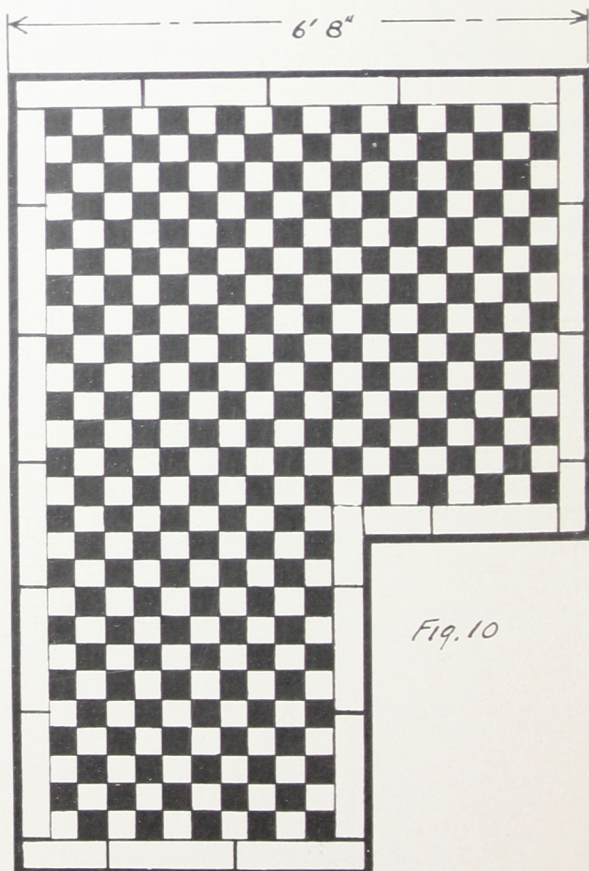
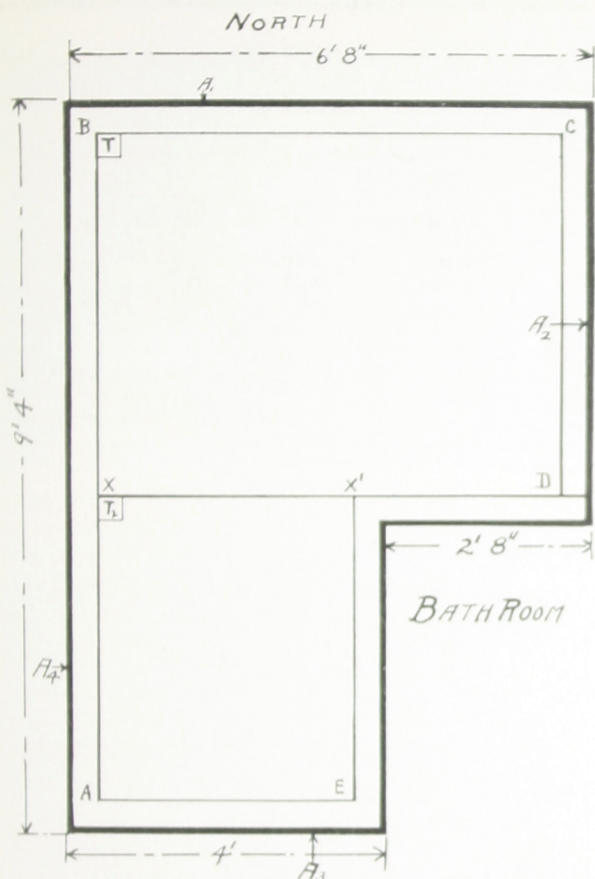


Fig. 10



In Small Rooms.

In small rooms it is practical to lay the border first and often only one and sometimes no boards are necessary. The border should be laid along the long side of the room first. Then lay border on one short side.

In laying out this room measuring 6' 8" wide by 9' 4" long, it will be noticed that both these dimensions are divisible by four, which permits the laying of a 4" border all around with 18 tile laid the narrow way and 26 tile the long way.

First lay a 4" border along wall A4 and a 4" border along A1. Then lay a strip of straight edged wood along the line XX1D. This line is a distance equal to the width of 14 tile from the edge of the border BC. Then start with the white tile T and lay section XBCD putting in border along the wall CD last. Now roll and clean this section, remove board XX1D and lay border along the wall X1D.

Then starting at the point T2, lay section XX1EA with 4" tile.

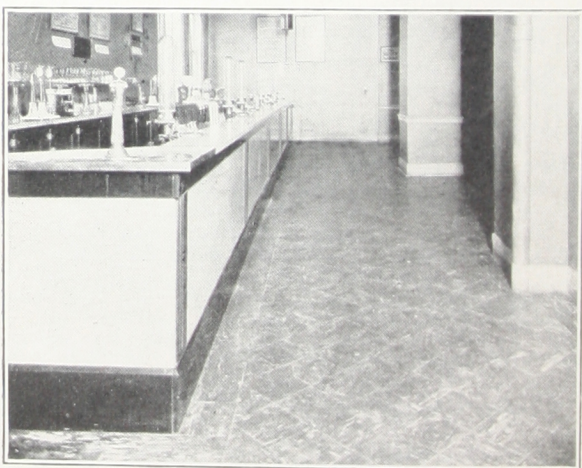
In laying this section it requires twelve 4" tile north and south and ten east and west. Finish with the border along AE and EX1. In this room a 4" blue border was used with an alternate blue and white field. In most cases it will be found preferable to use the darker color for the border.



This prominent Furrier finds Wright Tile floors add to attractiveness of his store.



Apartment store crowds soon test the wearing qualities of any floor. This Wright Tile floor looks like new today.



Beauty and wear is demanded of this Wright Tile floor laid in Foyer of theatre and around soda fountain.



This inviting tea room has Wright Tile floor. Beauty, long life and ease of cleaning make this the ideal floor for restaurants and tea rooms.



Section of one of the main banking rooms of prominent New York Banking House using Wright Tile.



The sanitation, quietness and ease of cleaning makes Wright Tile particularly desirable for Dentists and Doctor's offices.



The floor of the sanctuary of this beautiful chapel is laid with Wright Tile,—affording permanent beauty.

Wright Service

There are distributing agencies for Wright Rubber Tile, Paving Block, Stair Treads and Cove Bases in all principal cities. Wright products are sold by reliable dealers in the smaller centers.

At the factory we maintain a complete engineering and service department which cooperates with all selling agencies. This department will make up layouts, color schemes, etc., and cooperate with the engineering departments of municipal and industrial engineers in working out special bridge, roadway and industrial flooring problems.

We will be glad to cooperate with architects, contractors, builders and interior decorators in devising proper color combinations, etc., and furnish free any information requested. This department is at your service. Use it.

Wright Rubber Products Company

Racine, Wisconsin



